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CERTIFICATE OF TRANSMISSION

I hereby certify that this paper and every  
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transmitted to (703) 872-9314: Commissioner for Patents,  
P.O. Box 1450, Alexandria, VA 22313-1450.

OFFICIAL

Dated: January 22, 2004 (Date of Deposit)

EDMOND A. DEFRANK  
By

  
Signature

PATENT APPLICATION  
Attorney Docket No: 10002991-1

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re the Application of:  
Daniel C. Castle

Serial No.: 09/738,199

Group Art Unit: 3622

Filed: December 15, 2000

Examiner: J. Young

For: **METHOD AND APPARATUS TO MAXIMIZE  
ADVERTISING REVENUE**

AMENDMENT

Hon. Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

In response to the Office Action dated October 23, 2003, please amend the above-identified application as follows:

**Amendments to the Claims** are reflected in the listing of the claims which begins on page 2 of this paper.

**Remarks/Arguments** begin on page 9 of this paper.

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THE LAW OFFICES OF  
**EDMOND A. DEFRANK**

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INTELLECTUAL PROPERTY  
LAW INCLUDING PATENTS,  
TRADEMARKS AND COPYRIGHTS

TELEPHONE: (818) 885-1575  
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OFFICIAL

TO: USPTO/ Examiner J. Young, Group 3622  
FAX: (703) 872-9314  
TEL: (703) 305-3801  
FROM: Edmond A. DeFrank  
DATE: January 22, 2004  
RE: **RESPONSE UNDER 37 CFR 1.111**  
Serial No. 09/738,199  
Our Docket No. 10002991-1  
Entitled: **METHOD AND APPARATUS TO MAXIMIZE  
ADVERTISING REVENUE**  
Filed: December 15, 2000  
By: Daniel C. Castle

Pages: 11 (NOT including cover sheet)

PER DISCUSSION WITH EXAMINER, PLEASE SEND TO HIM UPON RECEIPT.

Please find attached a response under 37 CFR 1.111 for the above matter.  
Also attached is a Transmittal Letter.

Thank you.



Edmond A. DeFrank

HEWLETT-PACKARD COMPANY  
Intellectual Property Administration  
P. O. Box 272400  
Fort Collins, Colorado 80527-2400

## PATENT APPLICATION

ATTORNEY DOCKET NO. 10002991-1

IN THE  
UNITED STATES PATENT AND TRADEMARK OFFICE

Inventor(s): Daniel C. Castle

Confirmation No.: 1135

Application No.: 09/738,199

Examiner: J. Young

Filing Date: Dec. 15, 2000

Group Art Unit: 3622

Title: METHOD AND APPARATUS TO MAXIMIZE ADVERTISING REVENUE

Commissioner for Patents  
PO Box 1450  
Alexandria, VA 22313-1450

TRANSMITTAL LETTER FOR RESPONSE/AMENDMENT

Sir:

Transmitted herewith is/are the following in the above-identified application:

- (X) Response/Amendment ( ) Petition to extend time to respond  
( ) New fee as calculated below ( ) Supplemental Declaration  
(X) No additional fee (Address envelope to "Mail Stop Non-Fee Amendment")  
( ) Other: \_\_\_\_\_ (fee \$ \_\_\_\_\_)

CLAIMS AS AMENDED BY OTHER THAN A SMALL ENTITY						
(1) FOR	(2) CLAIMS REMAINING AFTER AMENDMENT	(3) NUMBER EXTRA	(4) HIGHEST NUMBER PREVIOUSLY PAID FOR	(5) PRESENT EXTRA	(6) RATE	(7) ADDITIONAL FEES
TOTAL CLAIMS	31	MINUS	37	= 0	X \$18	\$ 0
INDEP. CLAIMS	6	MINUS	6	= 0	X \$86	\$ 0
[ ] FIRST PRESENTATION OF A MULTIPLE DEPENDENT CLAIM					+ \$290	\$ 0
EXTENSION FEE	1ST MONTH \$110.00	2ND MONTH \$420.00	3RD MONTH \$950.00	4TH MONTH \$1480.00		\$ 0
OTHER FEES						\$
TOTAL ADDITIONAL FEE FOR THIS AMENDMENT						\$ 0

Charge \$ 0 to Deposit Account 08-2025. At any time during the pendency of this application, please charge any fees required or credit any overpayment to Deposit Account 08-2025 pursuant to 37 CFR 1.25. Additionally please charge any fees to Deposit Account 08-2025 under 37 CFR 1.16, 1.17, 1.19, 1.20 and 1.21. A duplicate copy of this sheet is enclosed.

Respectfully submitted,

Daniel C. Castle

(X) I hereby certify that this paper is being transmitted  
to the Patent and Trademark Office facsimile  
number (703) 872-9314 on Jan. 22, 2004  
Number of pages: 11

Typed Name: Edmond A. DeFrank

Signature: Edmond A. DeFrankBy Edmond A. DeFrank

Edmond A. DeFrank

Attorney/Agent for Applicant(s)

Reg. No. 37,814

Date: Jan. 22, 2004

Rev 10/03 (TrAmfEx)

Telephone No.: \*818) 885-1575

- Attach as First Page to Transmitted Papers -